

**2010 Census Recruitment: Local Media Buying Services**  
**Statement of Work (SOW) - DRAFT**  
10/15/2007

<b>Contract Title:</b>	Local Media Buying Services for Advertising in Support of Recruitment Efforts for the 2010 Census Within the Boston Regional Area.
<b>Period of Performance:</b>	May 1, 2008 through September 30, 2010
<b>Place of Performance:</b>	Boston Regional Area (Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and also the <u>Commonwealth of Puerto Rico</u> )
<b>Technical Manager:</b>	Wendy Button and Sari Anderson
<b>COTR:</b>	TBD
<b>Contract Type:</b>	Single contract with multiple CLINs CLINs will be fixed price (for labor) or Time and Materials (for travel).

## **1. PURPOSE AND BACKGROUND**

### **1.1 Purpose**

The Government intends to obtain local media buying services for the placement of advertisements in support of staff recruitment for the 2010 census operations. The purpose of placing these advertisements is to assist the Census Bureau to recruit applicants within the Boston Regional Area, as defined in section 2.1 below, from which it will hire temporary census workers who will provide support during the early (late 2008 and early 2009) and the peak (late 2009 to mid- 2010) recruiting phases of the 2010 Census.

### **1.2 Background**

The U.S. Census Bureau is the primary source of statistical information about the Nation's population and economy, and is best known for the once-every-ten-years -- decennial -- census of population and housing. The Census Bureau will conduct the next decennial census in the year 2010. By December 31, 2010, the Census Bureau must deliver to the President, state level population counts and the calculations for reapportioning the United States House of Representatives. By March 31, 2011, the Census Bureau must deliver more detailed counts to the states for the purpose of redistricting as specified by Public Law 94-171.

To comply with these mandates, the Census Bureau must recruit approximately 3 million applicants for temporary census positions throughout the Nation. This is the largest peacetime mobilization effort in America's history. Recruitment will be divided in two separate phases, based on the operations they will be providing support to:

- Recruitment for Early Operations –From October 2008 through April 2009. During this time, the Census Bureau must recruit an estimated 800,000 to 900,000 applicants and hire approximately 200,000 temporary census workers nationwide.
- Recruitment for Peak Operations- From October 2009 through April 2010. During this time, the Census Bureau must recruit an estimated 2,000,000 applicants and hire approximately 500,000 temporary census workers nationwide.

These operations and the recruitment in support of them are divided among twelve (12) Regional Census Centers (RCC). RCCs are temporary Census Bureau offices established during a decennial census to manage census field office and local census office activities, and to conduct geographic programs and support operations. The Census Bureau also opens an "area office" to manage decennial census operations in Puerto Rico. More information about all regional offices can be found at <http://www.census.gov/field/www/>.

In order to be considered for temporary census worker positions, applicants must meet certain employment criteria for Federal Government positions. However, employees hired for most of these positions do not earn Federal benefits, and receive only hourly wages and reimbursements for mileage and related expenses. For this purpose, the objective is to attract people who are available and able to do census work, including people who may have other incomes such as the contingent workforce (non-traditional or provisional workers, also known as freelancers, independent professionals, temporary contract workers, independent contractors or consultants), the under-employed, the self-employed, the employed that are interested in a short-term job for additional income, retirees, and the unemployed. As far as possible, the Census Bureau hires temporary census workers to enumerate the communities in which they reside.

## 2. SCOPE OF WORK

The contractor is required to provide local media buying services for placing recruitment advertisements to assist the Census Bureau in achieving its national recruitment and staffing goals, as described in section 1.2. **The contractor will provide local media buying services for the Boston regional area only, which includes the states of Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and also the Commonwealth of Puerto Rico.** (Refer to section 2.1 below for full description of this area).

The local media buys will primarily be with traditional media such as local newspapers (e.g. classifieds and display ads in county and community newspapers, etc.), out-of-home (e.g. billboards, posters, kiosks, mall and airport displays, bus shelters, street furniture, and other transit advertising), local radio, and local/cable TV and ethnic-targeted media. However, an ever-increasing percentage of potential job applicants will not be reached by these traditional advertising means; thus, the contractor(s) shall also facilitate non-traditional media buys (e.g. Internet advertising and other print publications such as "Penny Savers," "Shoppers," etc.), as directed.

The Census Bureau will direct the contractor as to where, when and for how long to place

media. The Census Bureau will also provide all creative materials/work (e.g. print articles, posters, billboards, kiosks, bus shelters, flyers, video and audio files, etc.) to be placed. Creative material will not be developed under this contract. Creative material will be developed under a separate contract.

The contractor must be thoroughly experienced with providing local media buying services that are effective in attracting the applicants needed within its specific region. A key recruitment objective is to ensure that an audience rich in diversity has had an opportunity to hear and respond to the recruitment message. Therefore, the contractor must have extensive media buying experience within local minority media outlets.

## **2.1 Recruitment within the Boston Regional Area**

The Boston Regional Area, managed by the Boston RCC, includes seven states: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and also the Commonwealth of Puerto Rico. More information about this RCC can be found at <http://www.census.gov/roatl/www/index.html>.

Based on Census 2000 experience within the Boston regional area, approximately 365 requests were made and 1,692 insertions placed by a contractor, inclusive of print, broadcast and non-traditional media, in support of recruitment efforts. As will be the case for the 2010 Census, local media was placed by both contractors within the 2000 Census Advertising contract and by Census Bureau staff outside of the contract. The 1,692 insertions placed for Census 2000 represent 34% of the funds expended for this purpose, by this region. The Regional Director will determine whether media placements are made within the contract or outside of the contract. The Census 2000 numbers represent work performed for recruitment during peak operations only (second recruitment phase), since the contract was not awarded until August 1999. However, for the 2010 Census, it is expected that more placement opportunities will be available, as the period of performance of this contract covers recruitment for both early operations and peak operations.

Potential recruiting challenges anticipated for this region for the 2010 recruitment efforts include:

- Applicants from Hispanic communities in eastern Massachusetts and Connecticut;
- Applicants from Portuguese communities in southeastern Massachusetts and Rhode Island;
- Applicants from Brazilian and Asian communities throughout Massachusetts;
- Applicants from Somali communities in Maine; and,
- Applicants from Cape Verdean communities in southern New England.

There are several Hispanic pocket communities developing in upstate New York and in western Maine. This region also has several areas of seasonal employment demands in Cape Cod and Islands, and in coastal Maine. Overall, this region will target its difficult to recruit areas such as Boston, Hartford, Fairfield, New Haven counties, Connecticut, southern New Hampshire, and Providence, Rhode Island.

## **3. SPECIFIC REQUIREMENTS**

Specific requirements under this contract include, but are not limited to:

### **3.1 Media Buys**

The contractor must take direction from the Boston RCC, who will determine when, where, and for how long to buy and place media (e.g. space, time, air, etc.) for recruitment advertisements.

The contractor is responsible for negotiating and purchasing paid advertising time and space, as directed by the RCC. The contractor shall obtain the best rates available and pursue negotiated added value in media points, sponsorships and/or promotions to increase the overall value of the media buy.

The contractor must ensure RCC approval is obtained prior to placing/buying any media.

The contractor must have lines of credit at a minimum of \$150,000, to allow payment for advertisements 30 or more days in advance of their reimbursement by the Census Bureau.

The contractor shall return any and all applicable discounts/commissions granted by the media to the Census Bureau.

### **3.2 Media Placement**

The contractor must ensure maximum coverage for Census Bureau advertising dollars.

The contractor must be capable of handling hundreds of weekly requests for the placement of paid recruitment advertisements as well as the distribution of posters, drop-in news articles, flyers, free community coupon packets (e.g. "Penny Savers," "Shoppers,"), etc.

The RCC will make these requests by phone, facsimile, and/or email. The contractor must handle all placements by acknowledging the RCC's request within a 24-hour turn around, and advising once the order for placement has been accomplished. In some instances, emergency placements, with short turn around, will be required. The contractor shall establish a process to notify the RCC once a request for service has been received, verify estimated costs and obtain RCC approval of these costs, and again notify the RCC once the order is actually placed. Final decisions for media placement shall always be made by the RCC.

The media must be placed within 48-hours, unless the RCC directs otherwise. Placed means the ad actually runs (e.g. an article appears in a newspaper). In some instances, 48-hours will not allow for sufficient lead-time for ad placement. In these cases, the contractor shall inform the RCC and recommend alternative methods available, including payment of additional fees for last minute ad placement.

The Census Bureau or its supplier shall provide all creative materials to the contractor for the placements. Generally, the media used will be a mix of local newspapers, local radio, Internet, cable/local TV, billboards, posters, kiosks, bus shelters, and other local media for optimum exposure.

### **3.3 Media Consulting**

The RCC may or may not task the contractor with providing local media consulting services. Such services may include suggesting specific media outlets/vehicles (i.e. the most effective use of media under specific conditions), and providing media placement strategies for reaching targeted audiences with a limited budget. Final decisions for media placement shall always be made by the RCC.

### **3.4 Monitoring, reporting and cost control**

The contractor is responsible for tracking costs and monitoring each media buy. The contractor shall develop, maintain, and administer a monitoring system that permits continuous tracking of all associated costs, and where, when, and for how long advertisements were actually placed or aired. The system must also provide specific invoicing information.

Using this information, the contractor shall prepare and submit weekly status report to the RCC summarizing all media buying activities and their associated costs. A copy of this report shall be also delivered to the Field Division, Decennial Recruiting Branch, at Census Bureau Headquarters. The format for the report will be determined by the contractor and the Census Bureau upon award.

The contractor must provide full-disclosure of all fees, commissions, and all other compensation received for media placements during the performance of this contract.

The contractor shall make available proof-of-performance documents (e.g. tear-sheets, affidavits) at all times, and upon request by the RCC or the Census Bureau-Headquarters. The contractor shall maintain copies of all documentation for purposes of audit as required by the contract and other Federal statutes. These records shall be maintained for five (5) years from when the final invoice is paid.

### **3.5 Target Audience Capabilities**

Census Bureau staff will continuously define targeted audiences throughout the contract period. The contractor, or its sub-contractors shall have expertise in media buying from minority media outlets, as they relate to the targeted regional area, as described in section 2.1 of this document. The contractor must be capable of maximizing contact with these key groups through cost-efficient media buying, as needed.

### **3.6 Staffing and Relevant Experience**

In order to perform under this contract, the contractor must have:

- Staff with demonstrated professional skills and extensive experience in local media buying services, of both traditional and non-traditional media, within the Boston regional area, as defined in section 2.1.

- Staff with experience and expertise negotiating and purchasing paid advertising time that would provide cost efficiencies to the Government.

### **3.7 Final Report**

The contractor must prepare and submit a final activity report 45 days from the final media buy. The report must include details of all media buying activities and their associated costs; include best practices and any lessons learned during the performance of the contract; and be communicated in language understandable to professionals outside of the media industry. The format for the report will be determined by the contractor and the Census Bureau upon award.

## **4. SPECIAL CONTRACT REQUIREMENTS**

### **4.1 Location of Services**

Services are to be provided at various locations within the Boston regional area, as defined in section 2.1

### **4.2 Travel Requirements and Special Provisions for Travel**

Limited travel, if any, is envisioned for this contract. In the event that travel is required, the following provisions will apply.

- (a) The Government will reimburse the Contractor for per diem and travel costs required and incurred by the Contractor personnel traveling outside their assigned work location in accordance with the cost principles set forth in FAR 31.1 and clarified as follows:
  - 1. All travel costs incurred by the Contractor for transportation, lodging, meals, and incidental expenses shall be considered allowable, if determined reasonable by the Government. Reimbursement of travel and/or per diem costs will be based upon the travel regulations as set forth in the Federal Travel Regulations in effect at the time of the travel. No travel is allowed without prior approval of the Contracting Officer's Technical Representative (COTR).
- (b) Charges made for per diem may include general and administrative expenses allocated thereto in accordance with the Contractor's usual accounting practices consistent with Part 31, Subpart 31.2 of the Federal Acquisition Regulation (FAR). No profit or fee will be allowed on travel.
- (c) The Government agrees to furnish letters to the Contractor certifying that the Contractor is a prime Government Contractor. Such letters will authorize the Contractor to use General Service Administration Schedule contracts for rental vehicles, and will encourage hotels, etc. to extend business or Government rates to

employees who are on Census Bureau contract business. The Contractor agrees to a good-faith attempt to seek out Government/ business discounts for lodging. Where such discounts or resources are not available, the Contractor agrees to request a waiver from the provisions of the Federal Travel Regulations and travel costs will be proposed on a reasonable/actual basis. Such a proposal will be evaluated by the Contracting Officer and negotiated by the parties.

- (d) The Contractor shall be reimbursed for the reasonable actual costs of commercial transportation for authorized travel of Contractor personnel not to exceed the cost of tourist rail or plane fare. Expense for travel, hereunder, by motor vehicle, other than common carrier or rented automobile shall be reimbursed on a mileage basis at rates no higher than authorized by the Federal Travel Regulations. There shall be no reimbursement for mileage traveled from living quarters to work site, nor for mileage for personal convenience. Travel within a one hundred (100) mile radius of normal duty station shall be excluded for the purpose of per diem payments.

#### **4.3 Compensation for Media Placements**

- (a) In the case of costs for the purchase, placement, and related services of advertising in media, the contractor shall only be compensated for the **actual cost** of placement. Any refunds or rebates must be paid to the Government.
- (b) The cost of placement of advertising in said media shall not exceed the published or certified card or schedule rates for space or time in the media concerned.
- (c) If cash discounts for prompt payment to media for advertising placed are available to the contractor, the cost of placement shall not exceed the established certified or schedule rates for space or time less the maximum amount of the discount available.
- (d) In the case of proposals for the placement of advertising in media, the contractor shall include only the actual cost of the placement to the contractor including any refund, rebate, or commission due from the media concerned. If the media in which the advertising is to be placed allows cash discounts for prompt payment, the proposed cost shall not exceed the card or schedule rates based on the taking of the maximum U.S. Government discount.

#### **4.4 Government Furnished Data or Equipment**

The Government will provide all creative material / work (e.g. print articles, posters, billboards, kiosks, bus shelters, flyers, video and audio files, etc.) for placement.

#### **4.5 Government approval of activities**

The contractor shall operate within the confines of the contract, under Census Bureau direction. The contractor will provide adequate time for the review and approval process. In addition, the Census Bureau may disapprove any service or plan deemed to not be in the

best interest of the Government. The Census Bureau will disapprove any strategy or tactic that could in any way erode public confidence in the Census Bureau's commitment to safeguarding the personal information we collect.

#### **4.6 Invoicing**

The contractor shall submit invoices on a monthly basis or another cycle that will be mutually agreed upon by the contractor and the Government. Information required to be included in each invoice will be provided upon award. All invoices must be accompanied by appropriate cost-related documentation, including affidavits, time and attendance sheets, tear-sheets, or other standard proof-of-performance documents. Vouchers/invoices received without the substantiating documents will be considered incomplete, and will be returned to the contractor without payment.

#### **4.7 Security**

Some contractor's staff may need to meet certain background security clearance criteria as determined by the Census Bureau. Any security clearance required will be discussed upon award.

### **5. DELIVERABLES AND TIMELINE**

Contractor shall acknowledge the large volume of work that will be needed in a relatively short period of time; the peaks and valleys of insertion requests; and the short turn-around time for each request. Hundreds of ads will need to be placed in a relatively short span of time (e.g. several hundred in one month).

Specific deliverables and delivery dates for completing the tasks outlined in this SOW include:

DELIVERABLE	DELIVERY DATE
Initial Meeting	No later than 15 days after Contract Award
Media Buys	Acknowledged within 24 hrs. of request Placed within 48 hrs. of request, unless otherwise agreed upon by the Census Bureau and the Contractor Note: <u>"emergency placements" should be handled immediately.</u>  Ad placements shall take place as follow: - For early operations – October 2008 – April 2009 - For peak operations – October 2009 – April 2010
Written Status Reports	Weekly, starting on first week after initial meeting.
Final Report	Summer 2010; 45 days from Final Media Buy

### **6. PERFORMANCE REQUIREMENTS STANDARDS**

Contractor shall meet all performance standards listed below:



<b>Section Number</b>	<b>Task Description</b>	<b>Performance Evaluation Criteria</b>	<b>Required Performance Standard</b>
3.1	Media Placement	<ul style="list-style-type: none"> <li>- Responsiveness to media placement requests.</li> <li>- Timeliness of the actual media placement (e.g. when the article actually appears in the newspaper)</li> <li>- Accuracy of placement.</li> </ul>	<ul style="list-style-type: none"> <li>- Contractor acknowledges media placement requests within 24 hours from request.</li> <li>- Advertisements are placed and appear during the time period requested by the RCC (e.g. when the advertisement actually appears in the newspaper).</li> <li>- Advertisements are placed and appear in the specific media requested by the RCC.</li> </ul>
3.2	Media Buys	<ul style="list-style-type: none"> <li>- Rate paid for media buy.</li> </ul>	<ul style="list-style-type: none"> <li>- Media is purchased at the best non-commercial rates available. The contractor pursues negotiated added value in media points, sponsorships and/or promotions to increase the overall value of the media buy. The contractor demonstrates the value of each media buy.</li> </ul>
3.3	Media Consulting*	<ul style="list-style-type: none"> <li>- Outreach results (e.g. volume of inquiries received from potential applicants - call volume) of the media placed following Contractor's advice.</li> </ul>	<ul style="list-style-type: none"> <li>- Implementing the contractors' advice results in attracting an increased volume of potential applicants (call volume).</li> </ul>
3.4	Monitoring & Reporting	<ul style="list-style-type: none"> <li>-Timeliness and accuracy of reports.</li> <li>-Accuracy and completeness of invoices.</li> <li>-Timeliness and accuracy of proof-of-performance documentation (e.g. tear-sheets, affidavits).</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly reports are submitted by the close of business on the due date, and include all required information.</li> <li>- Invoices contain all required informational and supporting documentation at first submission, as defined in section 4.6.</li> <li>- Proof-of-performance documents are provided within 24-hours of being requested by the RCC and/or Census Bureau Headquarters.</li> </ul>

(\*) Media consulting would be evaluated only if these services are requested by the Census Bureau to the Contractor.